

1. An electronic version of your remarks and any background you would care to provide. This can be in the form of a Word document or Powerpoint.

2. Your full name, title, company, address, phone and email

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Chairman Hardy and members of the Policy Committee,

It is a pleasure to be here this morning. We appreciate the important contribution the White House Conference on Aging provides. Here are the suggested solutions (to what problems?):

1 - Over a recent dinner-lunch-breakfast a headhunter mentioned to me that he no longer circulates resumes for people over the age of 50. I was not surprised given recent unemployment and global outsourcing trends. More and more, older Americans are looking for work in what should be their peak-income years. The bulk of my work over the past two years has been to inspire the baby boomers to think about entrepreneurship as a solution for the "thirty year" bonus round of their lives. We are recommending that there be a new "Boomer Retraining, Retooling and Service Act." This would provide a "GI Bill " type of training fund that could help the boomers retool to undertake careers in rapidly growing fields including health care, education, eldercare and digital media. As part of this bill, the boomers would volunteer one day a week of community service. This would help to bring baby boomers back to their yearning to make a difference, a '60s vision that was put aside as they took on the responsibilities of work and rearing their families.

2. One of the key issues that emerged from the What's Next Boomer Summit that our organization produces was the need to focus on the healthy living concerns of the baby boomers. Weight loss is the number one issue raised in the study done by Steve French of the Natural Marketing Institute. We propose creating a new national initiative modeled after President Eisenhower as the President's Council on Youth Fitness in 1956. This initiative would inspire baby boomers to choose among 30-, 60-, and 90- day plans that will help them lose weight and become more fit. We recommend using all of the latest digital technology and solutions -- from e-Diets and Weight Watchers to providing support groups and sending email reminders and charting their progress toward goals. A special focus would be on women 65+ who seldom do strength training (less than 20

percent) to enhance their strength and agility. This would help the major problem of older adults falling. The new physical fitness programs would also help with the onset of adult diabetes and cardiovascular problems.

3. A new policy needs to be developed that would integrate research and funding from the public and private sectors to focus on the needs of baby boomers globally. This effort would link the investment banking community, the venture community, Government and corporate America. This initiative would accelerate research into healthcare. It would focus on brain health and dementia, cardiovascular health and mental health. It would bring together the best researchers from the U.S.. After this initiative is launched domestically, we would extend the initiative to China, India, Pakistan Europe and Japan, where there are large aging populations, as well. The Aging Research Agenda would become a global one. Technology would be applied, wherever possible, to support the research efforts and the solutions.

4. We recommend using the Internet and its power to communicate instantly and rally people to causes to foster a national dialog on the issue of Social Security. Modeled after Governor Howard Dean's and Senator Obama's campaigns, we would work with organizations such as Meet Up. Meet Up is a company that facilitates groups coming together at local venues. The Meet Up tools were used widely to support political agendas this year. This effort would use Meet Up technology along with a corporate partner such as Starbucks or Barnes and Noble. We would move across the U.S. and host meetings in local communities. We would post the results on national media sites -- showing the results of polls and highlights from the ongoing national dialog as it developed. We would seek a media partner such as USA Today to publish the results in print and online.

We would develop an online community that could foster the conversation. We would combine music with the program and when we are in a city where a boomer personality is concentrated -- [like Tucson, and Linda Ronstadt, we would invite them to be part of the conversation. This might include a series of concert tours of boomer-favorite singers and bands to highlight local conference events. The boomer's voices have been largely silent on issues [ecology, peace, social justice] the past 30 years. This would be an effort to mobilize the boomers and facilitate the conversation, not unlike the conversations that have happened online around breast cancer. The Voices of Civil Rights project of the AARP is a good example of engaging grass roots meetings and online conversations. The voices of what ordinary Americans think and feel about social security is what is missing in the discussion. Ordinary Americans don't know what to believe other than what they've been told over the years likely hasn't been true. This effort would give them a chance to voice their opinion on the issues and listen to what their fellow citizens feel.

5. From the early work in developing SeniorNet.org, in 1985, I have seen that loneliness is one of the real social ill that affects seniors. Connecting with others (emailing family and friends, online chats, book clubs and forums, is a primary reason seniors go online. As Robert Putnam, author of Bowling Alone wrote, "there are more people bowling but they are bowling alone. There are fewer

clubs to bring people together." A solution -- and this is a bit far out there -- would be to create 'organic victory gardens' where older adults and boomers could gather on Saturday mornings. These would be modeled after the Victory Gardens from WWII. Like a Farmer's Market, they would be a place that people could come to -- share ideas and thoughts, connect, and find healthy food. The essence of my work has been to reinstitute the role of older adults as leaders in society. Providing venues for their talent, creativity and connectivity are vital. We should work toward ameliorating the loneliness that many of our seniors, especially those who are widows and widowers feel. Through creative initiatives such as community technology learning centers, victory gardens and even "senior business achievement clubs" we can provide venues for their talents to be nurtured and give them a sense of personal and spiritual efficacy.

Let's initiate a movement of '60s kids arriving at their seniorhood "wired and inspired" to make a difference. The challenges are to make sure they sustain healthy lifestyles that will help keep them active, that they have the economic means through retraining and entrepreneurship to aid causes in education, healthcare and community development. Do this and their voices will be heard overwhelmingly! And, then, the promise of leaving the world a better place will be fulfilled.

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